

CANADIAN DIGEST

MOVING PICTURE

Vol. 21, No. 51

TORONTO 2, CANADA

April 19th, 1930

QUEEN of the sea—



SALUTES the Queen of the screen!

**SIX HUNDRED
DISTINGUISHED** press
AND public officials
AT S. S. Leviathan preview
DECLARE the greatest
TALKIE yet made is
**METRO-Goldwyn-
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SENSATION—



**NORMA
SHEARER**
THE DIVORCEE

with Chester Morris, Conrad Nagel, Robert Montgomery. Based on a story by Ursula Parrott. Directed by Robert Z. Leonard.

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Directed by
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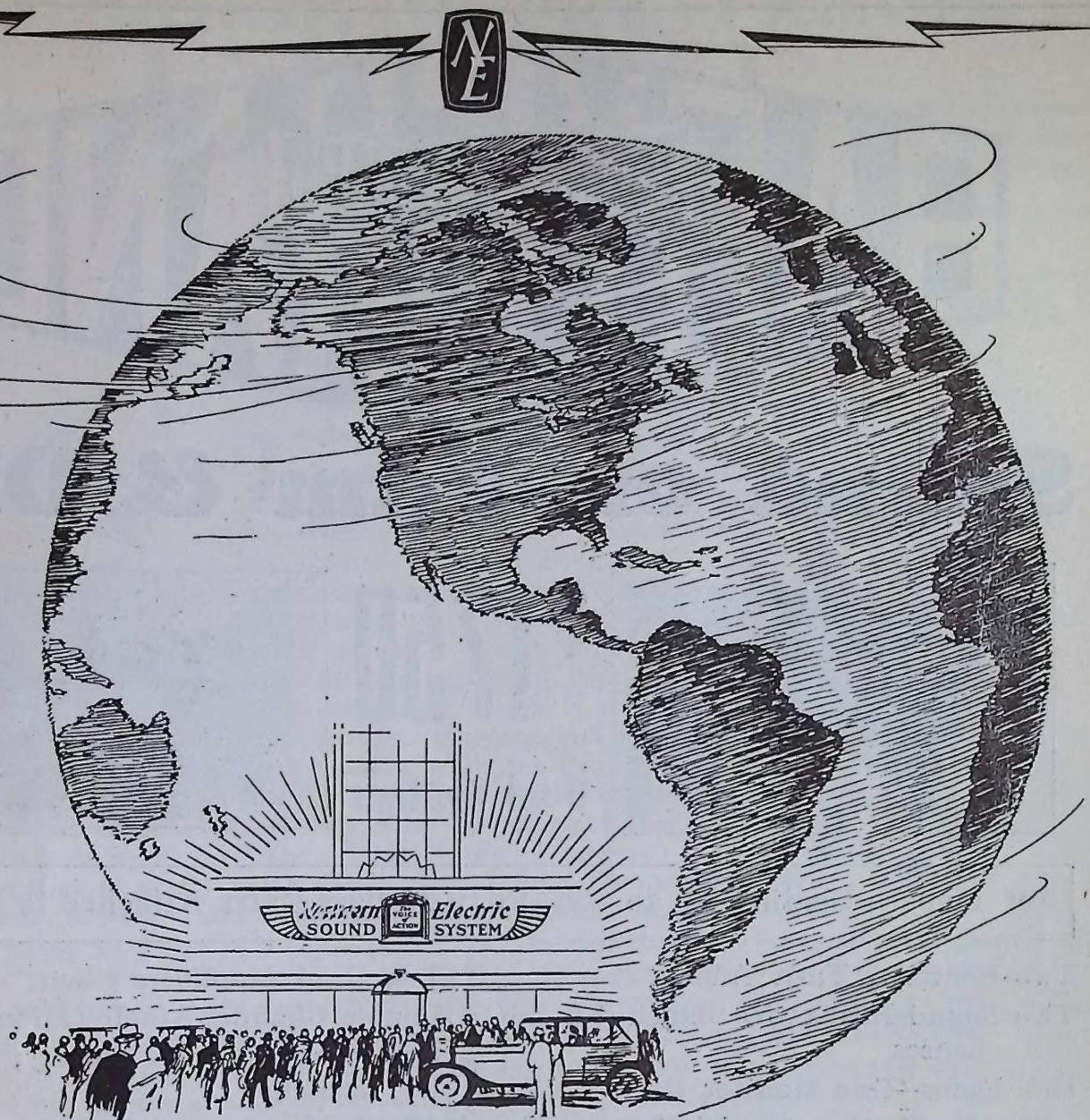
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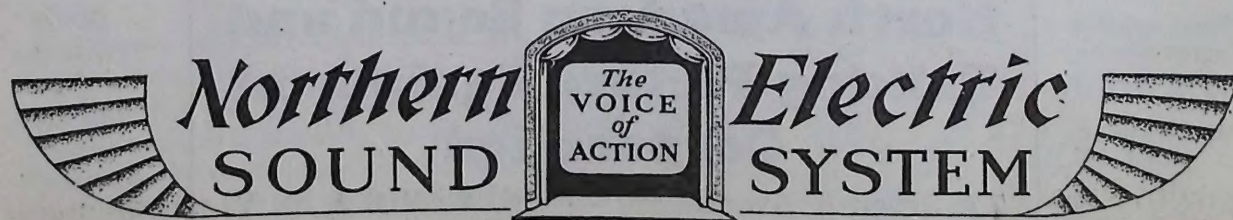
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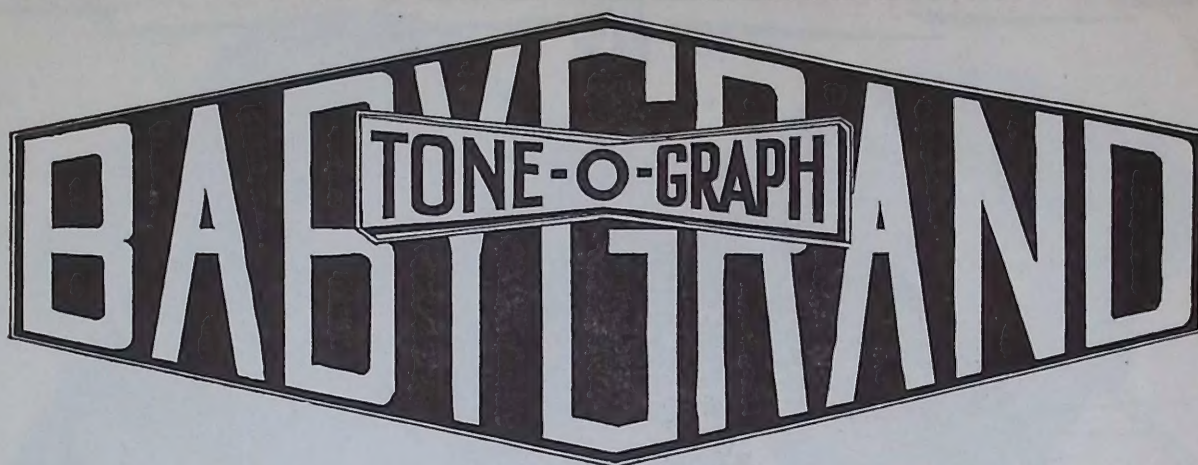
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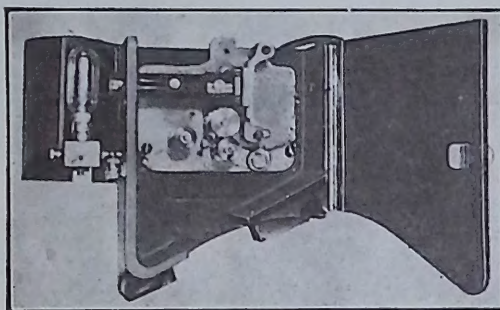
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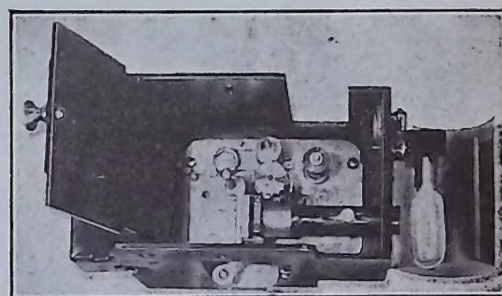


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Subscription: \$5.00 yearly

Telephone: Trinity 1481

Cable: Ontocanada

Published by Canadian
Moving Picture Digest
Company, Limited

259 Spadina Ave. - Toronto

RAY LEWIS

Editor and Managing Director

Vol. 21, No. 51

TORONTO 2, CANADA

April 19th, 1930

A Tough Job



HERE has been a great deal of noise generally in relationship to the New Code for production. Most of the volleys have been fired from the press, although our Trade press, including The Digest, had a few remarks to make in connection with the Seventeen Commandments. However, what we had to say about the formula was governed by our realization that Will Hays has a "tough job," the toughest in our Indus-

try. In other words, he is the only important head of a unit who is literally between "the devil and the deep sea," which is which, you can figure out for yourself, for Hays is between the Reformers and the Producers; and these Reformers represent a minority public, while the Producers represent the majority.

The situation is delicate, because if Hays satisfies the Reformers, as he unquestionably has tried to do in his Seventeen Commandments, the majority public finds in all the "Thou Shalt Nots" an occasion for merriment; and if Hays tries to pacify the majority public, then the minority gets ready its "hounds of war," and turns them loose upon him, and the Producers.

Being an editor of a paper makes one inclined to stress "the power of the press"; and since judicious advertising and propaganda have made Trade and Commerce, have made a world of buyers for commodities the public has previously never heard of, nor tried, the same policy should be applied to Pictures.

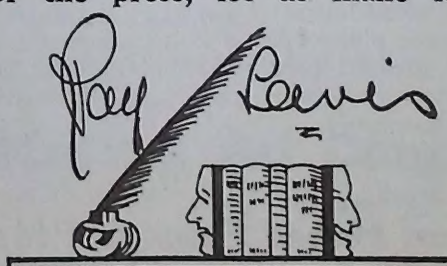
Publicize the Industry, not for the aggrandizement of a star, or one trademark, but from a standpoint of selling Motion Pictures generally. Let us talk about ourselves. In this week's Digest is the first installment of a summary of some motion pictures which have been released during the past six months, every one of them teaching a lesson which any pulpit might present.

There are so many of such pictures, which have been released, that it will take several issues to cover them. We are suggesting that exhibitors use this list to hand to their local editors. Never mind whose pictures are mentioned, drop the personal business angle, and get into the "defense brigade" for self-defense.

It is time that this Industry stopped making Hays a scapegoat for all its virtues and vices, help him and his organization to help you. It is your duty, for although the Hays' Organization is a Producers and Distributors unit, your means of keeping in business, of showing profits, is in the attitude which the public assumes toward the commodity, you, as exhibitors, are selling to them.

One picture "gone astray," and the Reformers harp upon it; until the best they offer the Industry is hanging. Fifty clean pictures, preaching their "sugar-coated" morals; and the Reformers still harp on the one which has offended them.

Since Motion Pictures is always "news" for the press, let us make it Good News for the Industry. We have the public with us, we represent the public's most popular entertainment, let us talk to this public; and show it that, in the selection of motion pictures for its entertainment, it shows "good taste."



R



RAY LEWIS

P

MARGARET GOULD'S recent attack upon Motion Pictures, in the capacity of Secretary of the Child Welfare Council, led your editor to make a cursory survey of Motion Pictures released during the past six months, in order to ascertain what was the nature of the story material as presented; and the general quality of the majority of these pictures.

Let us take these pictures, not in the order of their release, but as we remember them.

"Hit The Deck" is an RKO singing, talking picture, adapted from the musical stage success and from the book by Herbert Fields.

It deals with the love of a seaman's daughter for a sailor. The love story is its strongest asset; and reveals that even a "sea-roving sailor" who has an eye for a pretty girl, is sufficiently fine-principled to desire to work for the girl he loves; and that girl must come to him without wealth and a degree of virtue commensurate with the marriage state.

The chorus is negligible from the standpoint of a big asset, although colourful in value. The singing numbers are especially attractive; and the entire picture rollicking, without any angle which might be deemed objectionable.

"THE VIRGINIAN" is a Paramount feature of melodramatic flavour, it has a story full of adventure and heroics, a love-story, between a cowpuncher and a school teacher, with plenty of preaching on honour and virtue; and a finale which makes the hero win the heroine, through bravery, courage and clean-playing; and which reveals a "hanging finish" for the boy who likes "easy money," and an equally grim death for the cattle-thief villain.

Throughout this picture are scenes of pictorial splendour, historical value; and data on pioneering, codes of human behaviour, which must have proven an inspiration to every boy and girl who witnessed "The Virginian." The quality of the cast is paramount. The plot from the play by Owen Wisler and Kirk La Shelle. Victor Fleming directed.

"SON OF THE GODS" with Richard Barthelmess is a First National. Here too is a story dealing advantageously with the filial devotion of a son to his foster-parent. The idealism and purity of the Chinese philosophy; and a love theme 'twixt a Chinese philosopher and his adopted white son which is the greatest plea one could present for tolerance and sympathy between races; and those who hold diverse religious views.

The other love angle reveals that where love matters greatly, other differences are of minor

consideration. Taken in its entirety, this picture reveals propaganda of the strongest kind for racial tolerance.

The story is by Rex Beach and the direction by Frank Lloyd. A picture which is a feast for the eye; and furnishes "food for thought."

"THE ROGUE SONG," Metro-Goldwyn-Mayer, brings one of the world's famous singers, Lawrence Tibbett, to the screen.

The story is founded on Gypsy Love by Franz Lehar, and the direction is by Lionel Barrymore.

It is in the nature of a grown-up fairy-tale, where a Russian Princess loves and weds with a Russian brigand, who is in the nature of a Robin Hood.

Even among the bandits of the Russian mountains, the virtue of a woman is deemed sacred; and our hero kills the betrayer of his sister, even though this betrayer is a Prince, while the Rogue's sister ends her life in shame at her betrayal.

Here is sufficient of the Victorian sense of honour to cover a multitude of pictures.

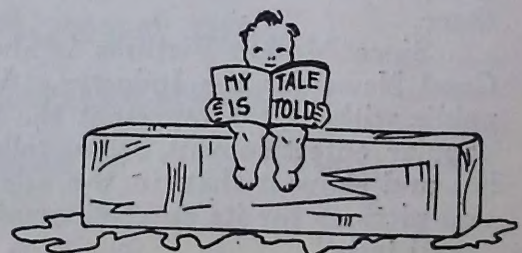
In "The Rogue Song" the masses have an opportunity to hear a singer of international fame, and one whom they would otherwise, in all probability, not be able to hear. The romantic elements of the whole story, its magnificent settings and scenic flashes of immensity, and of grandeur furnish about the best fairy tale which "grown-ups" could hear, see and enjoy!

There is nothing in "The Rogue Song" to insult the intelligence, but much to inspire and entertain.

"THE COHENS AND THE KELLYS IN SCOTLAND" is a Universal laugh-provoker which is unrivalled as entertainment. George Sidney and Charles Murray occasion the laughter; and if laughter is good for the soul, which even a baker's dozen of thirteen grouches must admit, "The Cohens and the Kellys" have done thousands of souls much good.

John McDermott wrote the story and wrote it as well as William James Craft directed, which is as we moderns would say, "all to the good."

(To be continued)



Rumour Makes Famous Players Canadian Go Publix--Five Canadian Shares for Every Four Publix

Observations



By The Editor

"RIN-TIN-TIN" has been making personal appearances at Shea's Hippodrome, Toronto; and was also one of the entertainers, who visited the Christie Military Hospital, giving these patients who saw War, some real entertainment.

"Rin-Tin-Tin" strolled through the wards, doing his tricks, and displaying such a degree of intelligence that "the boys" voted him "one of the best actors on the stage."

* * * *

THE CHATHAM DAILY NEWS had a special "Capitol" section, emblazoning the opening of the Capitol Theatre of that city.

The opening was on Friday, April 11th, and adds another important new theatre to the Famous Players Canadian chain. The cost is said to be \$250,000.

A. P. Drohan is the resident manager. The house is modern in every angle, confirming with the present demand for "picture palaces."

Northern Electric equipment, and acoustical values make this theatre one of the very fine ones for the reproduction of Sound.

The opening attraction was Marilyn Miller in "Sally."

* * * *

ONTARIO has raised the juvenile age limit from fifteen to sixteen, by an amendment to the Theatres and Cinematographs Act effective June 1st.

Other additions to the Act, specify that all theatres must be fireproof within the next twelve months, or licenses will be cancelled, that the theatre inspector has the full authority in respect to theatre and operators' licenses, and full jurisdiction over examination of projectionists, and their dismissal because of accidents, etc.

THE OPENING of the New Capitol at Kamloops, British Columbia, recently, tied up a double page spread in the Kamloops Sentinel.

Northern Electric equipment is again making them talk. The opening show was Eddie Dowling in "The Rainbow Man" for a two-day run, followed by "The Desert Song."

* * * *

CHARLES ALLEN, son of W. T. Allen, will manage the Strand Theatre at Whitewater, Wis.

For the past few years Mr. Allen has been the organist at the Odeon and Dawson Theatres, Beaver Dam, Wis. Charles was formerly of Madoc, Ont.

* * * *

THE Stirling Theatre, Stirling, Ont., run by the town council, is to have Talking equipment installed.

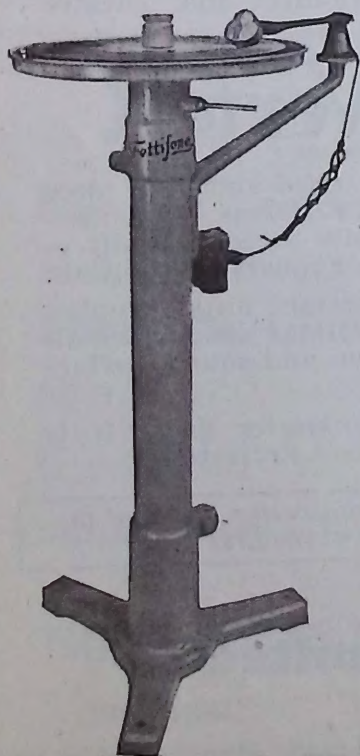
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THE IMPERIAL, at Sackville, Ont., has arranged for the installation of an RCA Photophone, and re-opened its theatre recently with "Personality," a Columbia feature comedy, and two of those extremely funny "Disney Silly Symphonies." Another short was Buddy Boyle, "At the Talkie Studio," a Columbia Victor Gem.

* * * *

FAMOUS PLAYERS CANADIAN CORP. issued a writ at Osgoode Hall against N. L. Nathanson, formerly managing director of the company, asking for a declaration that he holds in trust for them 4,500 shares of the Capital stock of United Amusement Corp. Ltd.

The writ alleged these shares were issued to Mr. (Continued on Page 8)



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2 FETTIPHONE Synchronizers	-	-	\$300.00
2 FOMAN Super Chromatic Pick-ups			
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1 SAMSON Selector Audio Frequencies	-	-	25.00
1 FIDELITY Booth Speaker, with Volume Control			15.00
			\$410.00

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National Motion Ad Corp.

2450 Prairie Avenue

CHICAGO, ILL.

Observations

(Continued from Page 7)

Nathanson by the company, while he was its managing director. Plaintiffs claim an accounting, injunction and damages.

* * * *

THE HAMILTON SPECTATOR editorially comments on a prediction made by Mr. Sol Hurok of impresario fame, in which he predicts the return of the silent movie; and that "the talkies can't last."

The Spectator does not agree with Hurok, stating "we do not know Mr. Hurok's age, nor the state of his health, but our own prediction is that he will not live to see the day when the silent screen will make a successful comeback."

The editorial further states, "as long as the talking screen is able to give the theatre-going public the stars of the legitimate stage, concert halls and grand opera at popular prices, it is much to be doubted that the legitimate houses will recover their lost patrons."

* * * *

MARY PICKFORD'S birthplace in Toronto, at University and Gerrard, may become the site for the new Police Administration Building. The cottage at 211 University Avenue is one of the landmarks of the city; and tourists are always told, "Here is where America's Sweetheart, Canadian-born Mary Pickford, first looked out upon the world."

POSITION WANTED

Operator with four (4) years' experience, some Sound, desires position. Will work as second operator. references. Apply

BOX 2—CANADIAN MOVING PICTURE DIGEST

"Fulvue-Film"

"JAYDEE" WILLIAMS has purchased from its British inventors, the patent rights to the new British invention, "Fulvue-Film," which gives stage width to pictures, without increasing the picture's height.

E. Bruce Johnson is linked up with "Jaydee" on the patents' purchase!

* * * *

THE WALKER SCREEN COMPANY, manufacturers of the popular Walker Sound screen, reports a marked increase in their export business. A large number of Walker Sound screens were exported by this company during the past month. They advise sound is becoming very popular in the Phillipines, Porto Rico and Cuba. Canadian business of Walker Sound screens has increased greatly. Magnasize Walker Screens are now being shipped to the Perkins Electric Co., for installation in Quebec and Ontario.

* * * *

THE CAPITOL, at Hamilton, Ont., is now presenting its spectacular pictures life-size, the large screen having recently been installed. The Magnascope is 40 x 20, as compared with the present screen, 10 x 15.

The Nolan Theatrical Enterprises, of Ottawa, under the personal supervision of P. Ambrose Nolan, the inventor directed the installation.

POSITION WANTED

Sound Operator and Manager desires position out of town. Best references.

BOX 5—CANADIAN MOVING PICTURE DIGEST

More Fire-Resisting Walker Sound Screens

Patent Pending

Purchased by Exhibitors in
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Than all Other Makes Combined

DEFINITELY LEADING TODAY

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Specified by R C A Photophone

Recommended by All Manufacturers
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Show Business



Exhibitors of Canada received intimation on April 12 from the Motion Picture Distributors and Exhibitors of Canada that theatre proprietors will be liable to a double music tax when the Rinfret amendments to the Canadian Copyright Act are adopted by the House of Commons at Ottawa. Under the revised law, both the Authors and Composers Association of the United States and the British Performing Rights Society will be able to levy an annual tax for royalties. The former will impose a 10c seat tax while the Performing Rights Society makes its assessment on the basis of receipts.

Examples are given of the manner in which the exhibitors will be hit by the dual taxation. A theatre having 2,500 seats would have to pay approximately \$1,000 per year all told, \$250 going to the copyright wielders in the States.

The second reading of the measure introduced in the Canadian House by Hon. Fernan Rinfret, Secretary of State, is scheduled to be presented April 28.

The Armour Theatre at Middleton, N.S., was practically destroyed by fire early on April 10 from unknown cause, the loss being \$75,000. The Armour was not yet wired. One fireman was crushed when a concrete wall toppled.

Many are watching the success of the Roxy Theatre, Montreal, a silent screen house in the midst of wired palaces in the downtown district of the city. The Roxy is specializing with British Gaumont productions and although there is a large local French population, the films have English sub-titles only. Extended runs have become the rule.

J. M. Franklin, manager of Keith's Theatre, Ottawa, has again received honor in the community. This time he was the choice of the Rotary Club of Ottawa as a

club director for a two-year term. Franklin holds many offices in local organizations.

The Canadian Government Motion Picture Studio moved from downtown Ottawa to a remodelled structure in the suburbs of the Canadian Capital on April 12. A new feature is Western Electric equipment and, with other new facilities, Government talking releases are promised at an early date. The studio has been in operation in the one building in Ottawa for the past 14 years.

An interesting contest has been established by Manager Ray Tubman for the Regent and Imperial Theatres at Ottawa, the competition running from month to month. Patrons are invited to submit lists of features which have played during the month arranged according to their box office value. Fifteen merchandise prizes and passes are offered for correct lists, local merchants co-operating in advertising and prizes.

Announcement has been made by Famous Players Canadian Corp. that the Uptown Theatre, Toronto, is the only one of its chain of 200 houses in the Dominion that is continuing with stage presentations, talking film programs having made the stage features unnecessary. There are eight other theatres of the chain which also have a combination film and vaudeville program as a regular policy.

At its meeting in Montreal on April 12, the Advertising Club unanimously adopted a resolution of protest against the new Taschereau law providing for censorship of film advertising in newspapers, the motion being forwarded to the Premier of Quebec.

Our 1930 Catalog

has just been issued. It contains 32 pages of information and prices on Motiograph Projectors, Baldwin Amplification, Sound Screens, Motor Generator Sets, Lenses, Booth Accessories and General Theatre Equipment.

If you did not receive your copy, or if you want one extra, simply drop us a card and we will be glad to mail you a copy.

THE COLEMAN ELECTRIC Co. - 258 Victoria St. - Toronto, Ont.

"Courtesy With Service"

Round About the Studios



The famous Dodge Sisters, a sensation of the Folies Bergere in Paris, are now with Metro-Goldwyn-Mayer, and will soon be seen in their first motion picture.

Mary Pickford announces that Marshall Neilan will direct her forthcoming picture "Forever Yours," which was adapted by Benjamin Glazer from a famous stage play. This will be the fifth time that Neilan has officiated as director for Miss Pickford, his best known production for her being "Daddy Long Legs." The photography will be in the hands of George Barnes whose camera has been busy at the Metro and Samuel Goldwyn studios for several years.

"Dixiana" is an original operetta based on a romance of New Orleans in 1840. In the starring role is Bebe Daniels, Everett Marshall, Metropolitan opera baritone, plays opposite. Others in the cast include the comedians, Bert Wheeler and Robert Woolsey, Dorothy Lee, Joseph Cawthorn, Ralf Harolde and Jobyna Howland. Luther Reed is directing.

Lila Lee has been given the chief feminine role in Lon Chaney's first talking picture, "The Unholy Three." She will have the part of Rosie, feminine accomplice of the sinister Dr. Echo. Other additions to the cast of Chaney's first audible vehicle include Richard Carle, former Broadway star, and Ivan Linow, who recently had the part of the giant ship's cook in "The Ship from Shanghai."

Victor Heerman, who just finished directing Clara Bow's singing and dancing scenes for "Paramount On Parade," has arrived in New York to start preparations for "Animal Crackers," the Paramount screen version of the musical production starring the Four Marx Brothers.

Abraham Lincoln, Buffalo Bill and Kit Carson are some historical characters in William Boyd's next Pathe picture, "The Painted Desert."

The Norma Talmadge company established a precedent at the United Artists studios when Sam Taylor, producer-director of Miss Talmadge's latest picture, tentatively titled "Flame of the Flesh," announced a complete cast two weeks in advance of the start of actual filming.

No sooner had Wallace Beery completed his work in Metro-Goldwyn-Mayer's prison drama, "The Big House," than he was signed by King Vidor to play the part of Sheriff Pat Garrett in "Billy the Kid."

Ben Turpin speaks his first lines from the Screen as the cross-eyed bartender in "Swing High," Pathe's circus romance, featuring Helen Twelvetrees and Fred Scott.

Ralph Forbes has been signed to play the male lead opposite Betty Compson in "Inside the Lines," Roy Pomeroy's first directorial effort for Radio Pictures. Forbes has been in such productions as "Reckless Youth," "Restless Youth," "The Whip," "Masks of the Devil," "Submarine," "Under the Black Eagle," "Trail of '98" and others.

Irving Cummings has been assigned by Fox Films to direct Victor McLaglen in his next picture, "Good Intentions."



Harry Gribbon, appearing in Tiffany productions.

Clyde Cooke, one of the best-known character comedians of the screen, has won the assignment as "master of ceremonies" for the "old-timer's section of the new Metro-Goldwyn-Mayer revue, temporarily titled "The March of Time."

The hero of the South, General Robert E. Lee, is portrayed by Hobart Bosworth in D. W. Griffith's "Abraham Lincoln," now nearing completion at the United Artists studios. Bosworth bears a striking resemblance to Lee and in addition is an expert equestrian. Lee will be shown with his troops in the battle scenes of the picture. He was commander-in-chief of the Confederate Army from 1862-65. The cast of "Abraham Lincoln" totals more than 100 speaking characters headed by Walter Huston, playing the title role; Kay Hammond, as "Mary Todd Lincoln," Una Merkel, as "Ann Rutledge," Ian Keith, as "John Wilkes Booth" and Jason Robards, as "Hernando."

"Ride 'Em Cowboy" is a new Pathe comedy with a Western locale in which Thelma White and Bob Carney lead the fun.

The Vitaphone Corporation has recently purchased stories by three famous authors to be made into Vitaphone Varieties. The authors in question are the famous humorist, Ring Lardner; Guy Bolton, author of the books of many musical comedies; and Porter Emerson Brown, dramatist, author of "The Bad Man" and many other plays.

"Follow Thru," the film musical which re-unites Nancy Carroll and Charles "Buddy" Rogers, has gone into production at the Hollywood studios of Paramount, under the supervision of Laurence Schwab, of the Broadway producing firm of Schwab and Mandel, who offered this stage hit originally and who have been signed by Paramount to translate their series of musical successes to the screen.

Leila Hyams will again play heroine to William Haines. Miss Hyams, who made her first Metro-Goldwyn-Mayer hit opposite Haines in "Alias Jimmy Valentine," has been selected for the role of "Molly" in "Easy Going," Haine's new comedy romance of the West, which Fred Niblo is directing.

Lew Fields, noted star of the musical comedy stage, has been signed by the Vitaphone Corporation to make a series of Vitaphone Varieties. His is one of the most noted names in the annals of the American musical comedy stage.

Jack Oakie and Edward Sutherland, his director, have arrived in New York to make "The Sap from Syracuse," stage comedy seen on Broadway this winter, at the Paramount Long Island studio. This will be Oakie's initial picture in the East, and his first re-appearance in Metropolitan haunts since his departure to try his luck as an obscure actor in Hollywood three years ago.



Stan Laurel and Oliver Hardy, as they appear in their latest Hal Roach - Metro-Goldwyn-Mayer comedy, "Brats."